

Maintaining Momentum

Take it to the Next Level: Growing the List as Campaigns Evolve

Experience has shown EPA that during the first year of a Best Workplaces for CommutersSM campaign most effort is spent building a coalition, creating materials, and getting employers that already qualify—the low hanging fruit—to apply for the list. In addition, with proper planning and execution, it's possible to get great media results the first year of a campaign. In the following years, coordinators need to adjust campaign tactics to meet the challenge of getting new employers—the late adopters—to apply for the list and get the media excited again.

Below are some ideas for campaign coordinators to try as campaigns evolve into year 2 and beyond. Some of these strategies have been tried, others have not. Since every campaign is different, it will be up to the coordinator to decide what strategy might be well received by employers and the media.

CHALLENGES

- *Local Government* — Have the mayor(s) from a qualified BWC local government(s) challenge other cities within a county or other counties to lead by example and apply for the list.
- *Employer* — Have a well-known BWC employer that is a leader in the community challenge other employers in the region.
- *Coalition* — Have BWC coalition member challenge members to apply for the list, perhaps by a letter jointly signed by the president of the organization and a member official at a qualifying BWC.
- *Industry* — A qualifying BWC could issue a challenge to its fellow regional industry represen-

tatives (e.g., electronics, universities, hospitals) to be leaders throughout the industry nationwide.

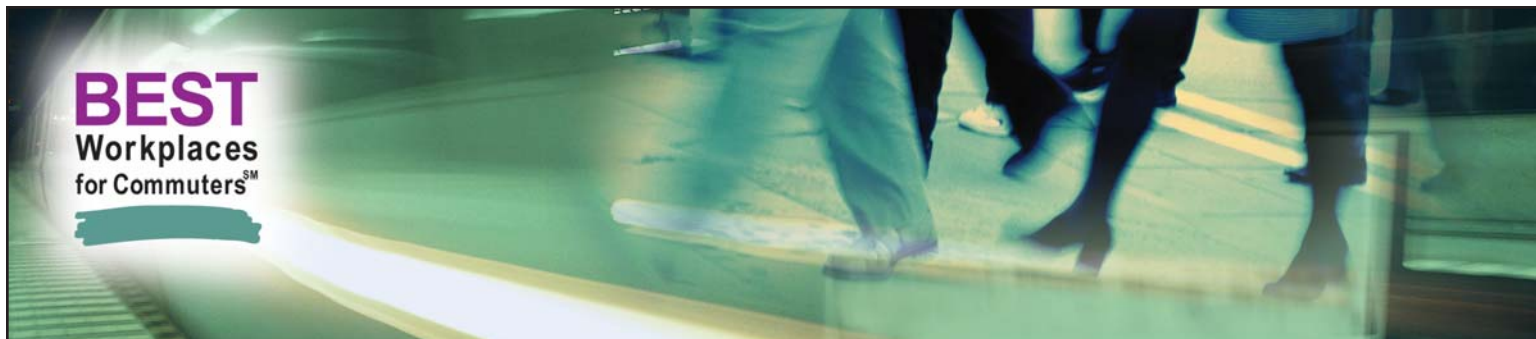
- *Federal* — Invite one or more qualifying federal agencies to challenge the other agencies in the region to get on the list.
- *BWC Districts* — Invite one or more qualifying BWC Districts to challenge malls, developers, downtown districts, cities, etc. in the region to get on the list.

LETTERS

- *Political Figure* — Sometimes a letter signed by the governor or other top political figure in an official envelope can make an impact.
- *Well-Known Local Figure Head* — There might be other well-respected individuals in the community that employers would listen to.

ACTIVE RECRUITING

- *Call Day* — Gather coalition members together for a morning or afternoon spent calling employers. This creates a sense of teamwork among the coalition, allows callers to share experiences and ask questions, and ensures dedicated time to recruiting. EPA can be available to answer questions and help with calls.
- *In-Person Meetings* — Sometimes coordinators and coalition members meet with employers as part of normal business activities. Promoting BWC can be part of these meetings.
- *Presentations* — Whenever opportunities become available at Chamber of Commerce meetings,



coalition member meetings, etc., EPA has a template BWC presentation that the coordinator can use to pitch the list to a group of employers.

- *Supporter Contest* — Challenge all supporting organizations to actively recruit employers to apply for the list. The supporter that helps recruit the most employers or supports the campaign in other ways can receive some sort of special recognition or award. EPA can provide ideas based on a New England campaign supporter challenge.

TRAINING

- *Commuter Benefits Seminar (AMA)* — For employers to learn the basics of establishing commuter benefits. Strategically schedule the course in the “down time” between campaign cycles to keep new employer prospects in the pipeline.
- *Strategic Marketing* — For TDM professionals to learn how to target and create messaging for marketing various audiences by their social behaviors. Can build a sense of teamwork among the campaign coalition and task force members and generate new ideas for your campaign.

INCENTIVES/HOOKS

- *Prizes* — Find sponsors that might provide coupons or discounts for items such as sneakers, bikes, coffee, or movie tickets. Offer the 100th employer to sign up a free breakfast (coffee & bagels) for their employees or celebrate with balloons in their lobby. Randomly draw 5 new employers on the list to receive commuter mugs for all employees that use alternative commute modes.
- *Special Recognition* — Plan a recognition ceremony and hand out certificates. Give special

awards to employers that make the biggest adjustments to their commuter benefits to qualify for the list. Note: A recognition ceremony is not likely to draw media attention.

- *Money* — Find grant money that can be given to a randomly selected new employer on the list to use for bike racks, a shower, commuter awards, or something else that promotes alternative transportation.
- *Theme* — One campaign developed a clever theme—“Put a feather in your cap.” Invitation letters included multi-color feathers that fell out of the envelope when opened and employer representatives received various hats with feathers at the announcement ceremony, which happened to be at a ball park.

BRAND AWARENESS

** By building brand awareness within the public view, we can create more employee demand for commuter benefits, thereby putting pressure on employers to offer commuter benefits and qualify for the list.

- *Public Service Announcements* — For bus/train signs, print ads, radio, TV. EPA has some designs available and can help make suggestions.
- *Articles* — For coalition member and other supporter newsletters, regional weekly periodicals, and industry journals.
- *Trinkets* — Window decals for vanpools and buses, commuter coffee mug, umbrella, transit pass holder, key ring, bookmark, pens, or other commuter related trinkets.
- *BWC Name and Logo Usage* — Encourage Best Workplaces for CommutersSM to use the BWC name and logo on their Web sites, marketing materials, and in their advertisements.